

# MEHMET BERK ATAMAN

## PERSONAL INFORMATION

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Date & Place of Birth: June 29, 1976 / Istanbul, Turkey

Work Address: Özyeğin University  
Faculty of Business  
Nişantepe District, Orman St.,  
34794, Çekmeköy, Istanbul  
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## EDUCATION

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2007 Graduate School of Business, Tilburg University  
*PhD in Business / Marketing (Cum Laude)*

2002 Institute of Science and Technology, Istanbul Technical University  
*MSc in Management Engineering*

1998 Faculty of Management, Istanbul Technical University  
*BSc in Management Engineering*

## WORK EXPERIENCE

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2022 - ... Özyeğin University, Faculty of Business  
*Associate Professor*

2013 - 2022 Koç University, CASE (2013-2021) & GSB (2021-2022)  
*Associate Professor*

2010 - 2013 RSM Erasmus University, Marketing Management Department  
*Associate Professor*

2007 - 2013 Associate Member, Erasmus Research Institute of Management

2006 - 2010 RSM Erasmus University, Marketing Management Department  
*Assistant Professor*

2002 - 2006 Tilburg University, Marketing Department  
*Ph.D. Student*

2005 Duke University, Fuqua School of Business, Marketing Department  
*Visiting Ph.D. Student*

1999 - 2006 Faculty of Industrial & Management Engineering, ITU  
*Research Assistant*

1999 - 2002 ProCon/GfK  
*Junior Analytics Consultant*

## HONORS AND AWARDS

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Winner, 2017 ISMS Long-term Impact Award

*The ISMS Long-term Impact Award is given annually to a marketing paper published in Marketing Science, Management Science, or another INFORMS journal that is viewed to have made a significant long-run impact on the field of marketing.*

Finalist, 2015 Annual William F. O'Dell Award

*The award honors the Journal of Marketing Research article published 5 years ago that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.*

Invited to join MSI Young Scholars, 2011

*The biennial Young Scholars program brings together many of the best young marketing academics in the world. These academic leaders are teaching and conducting research in the top universities around the world, impacting marketing practice and theory in new and creative ways.*

Finalist, 2008 John D.C. Little Best Paper Award

*The John D. C. Little award is given annually to the best marketing paper published in Marketing Science, Management Science, or another INFORMS journal.*

Winner, ERIM Top Academic Article Award 2009

*The ERIM Top Article Award honors the best publication in management research in one of the field's top journals.*

Winner, Citation of Excellence Award, 2008

*Each year Emerald Group Publishing awards certificates to highly cited papers relating to the areas of Business Management, Finance, Accounting, Economics and Marketing.*

Winner, Emerald/EFMD Outstanding Doctoral Research Awards 2008

*Emerald Group Publishing Limited and EFMD celebrates excellence in research by sponsoring the Emerald/EFMD Outstanding Doctoral Research Awards.*

Granted EUR Fellowship 2008 (3-year research grant, €200,000)

Finalist, PIM Marketing Science Prize 2008

Granted financial support for Managing Brands project from Marketing Science Institute (MSI Grant #4-1259) and Zyman Institute of Brand Science. A total amount of \$15,000.

## PUBLICATIONS

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### JOURNAL ARTICLES

Sezen, Burcu, Koen Pauwels, and M. Berk Ataman, 2023, "How do Line Extensions Impact Brand Sales? The Role of Feature Similarity and Brand Architecture," *Journal of Marketing Analytics*, <https://doi.org/10.1057/s41270-023-00265-z>.

Sener, Begum, Ezgi Akpinar, and M. Berk Ataman, 2023, "Unveiling the Dynamics of Emotions in Society Through an Analysis of Online Social Network Conversations," *Scientific Reports*, 13 (14997), <https://doi.org/10.1038/s41598-023-41573-9>.

Aydin Gokgoz, Zeynep, M. Berk Ataman, and Gerrit van Bruggen, 2022, "The Rise of Mobile Marketing: A Decade of Research in Review," *Foundations and Trends in Marketing*, 17 (3), 140-226.

Aydin Gokgoz, Zeynep, M. Berk Ataman, and Gerrit van Bruggen, 2021, "There's an App for That! Understanding the Drivers of Mobile Application Downloads," *Journal of Business Research*, 123 (February), 423-437.

Kusku, Fatma and M. Berk Ataman, 2011, "Employment Interview Satisfaction of Applicants within the Developing Context," *International Journal of Human Resource Management*, 22 (11), 2463-2483.

Ataman, M. Berk, Harald J. van Heerde, and Carl F. Mela, 2010, "The Long-term Effect of Marketing Strategy on Brand Sales," *Journal of Marketing Research*, 47 (October), 866-882.

- Finalist, 2015 Annual William F. O'Dell Award

Kucukkancabas, Selin, Ayse Akyol, and M. Berk Ataman, 2009, "Examination of the Effects of Relationship Marketing Orientation on Company Performance," *Quality and Quantity*, 43 (3), 441-450.

Ataman, M. Berk, Carl F. Mela, and Harald J. van Heerde, 2008, "Building Brands," *Marketing Science*, 27 (6), 1036-1054.

- Winner, 2017 ISMS Long Term Impact Award
- Finalist, 2009 John D.C. Little Best Paper Award
- Winner, ERIM Top Academic Article Award 2009
- Winner, Citation of Excellence Award, 2008
- Emerald/EFMD Outstanding Doctoral Research Awards

Ataman, M. Berk, Carl F. Mela, and Harald J. van Heerde, 2007, "Consumer Packaged Goods in France: National Brands, Regional Chains and Local Branding," *Journal of Marketing Research*, 44 (February), 14-20.

- Invited paper

Erdogan, Nevnihal, Ayse Akyol, M. Berk Ataman, and Vedia Dokmeci, 2007, "Comparison of Urban Housing Satisfaction in Modern and Traditional Neighborhoods in Edirne, Turkey." *Social Indicators Research*, 81 (March), 127-148.

Kucukkancabas, Selin, Ayse Akyol, and M. Berk Ataman, 2006, "İlişki Pazarlaması Bileşenlerinin Şirket Performansı Üzerindeki Etkileri: İçecek Sektöründe Uygulamalı Bir Araştırma," *Öneri Dergisi*, 25 (7), 131-139.

Kusku, Fatma, M. Berk Ataman and Ahmet Cakmak, 2003, "İş Görüşmelerinin Değerlendirilmesi: Aday Memnuniyeti Ölçeği," *Yönetim Araştırmaları Dergisi*, 3 (1), 29-55.

Ataman, M. Berk and Burc Ulengin, 2003, "A Note on the Effect of Brand Image on Sales," *Journal of Product and Brand Management*. 12 (4), 237-250.

## WORKING PAPERS / WORK IN PROGRESS

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If It Ain't Broke, Should You Still Fix It? Effects of Incorporating User Feedback in Product Development on Mobile Application Ratings *(with Z. Aydin and G. van Bruggen, under 3<sup>rd</sup> round review at International Journal of Research in Marketing)*

Advertising's Long-Term Impact on Brand Price Elasticity across Brands and Categories *(with K. Pauwels, S. Srinivasan, and M. Vanhuele, revising for 2<sup>nd</sup> round review at International Journal of Research in Marketing)*

Feeling Safe, Feeling Lucky? How Regulatory Focus Explains Brand Sales Price Response Asymmetry *(with A. Alkis and K. Pauwels, revising for resubmission)*

Emotional Context Matters: Unpacking Content Emotions' Role in Brand Engagement on Social Media *(with B. M. Sener and E. Akpinar Uysal, in preparation for initial submission)*

Who Benefits from Brand Exits? *(with B. Depecik, revising for resubmission)*

Sales Price Response Asymmetry over the Business Cycle *(with A. Alkis and K. Pauwels, in preparation for submission)*

Mindset Migrations *(with K. Pauwels, S. Srinivasan, and M. Vanhuele, in preparation for initial submission)*

Unraveling the Complexity of Brand Performance: A Holistic Framework and Practical Guidelines *(with B. Sezen and K. Pauwels, in preparation for submission)*

Context Dependence as a Driver of Preference Dynamics in Stated Choice Experiments *(with R. Rooderkerk, Working paper)*

Contextual Factors in Brand Portfolio Strategy Effectiveness *(with B. Sezen and K. Pauwels, revising for resubmission)*

New Product Introductions and The Business Cycle: How Investors Value Focal and Competitive Innovation *(with T. Eichentopf and G. van Bruggen, revising for resubmission)*

## BOOK CHAPTERS

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Ansal, Hacer and M. Berk Ataman, 2003, "Bilgi Toplumu Derinliklerinde Turkiye'yi Arama Denemesi," *İktisat Uzerine Yazilar II: İktisadi Kalkinma, Kriz ve İstikrar*, Editorler: Ahmet H. Kose, Fikret Senses, Erinc Yeldan, İletisim Yayinlari, 193-223.

## CONFERENCE PROCEEDINGS

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Kusku, Fatma, M. Berk Ataman, and Ahmet Cakmak, 2004, "Applicant Reaction to Employment Interviews: Evidence from a Developing Country Setting," *IMDA 13th World Business Congress*, July 14-18, Maastricht, The Netherlands.

Burnaz, Sebnem, Nimet Uray, M. Berk Ataman, and Ayse Banu Elmadag, 2003, "Analysis of Advertising Content: A Cross Cultural Comparison of American, German and Turkish Advertisements," *9th Cross-Cultural Research Conference*

Ataman, M. Berk and Benan Zeki Orbay, 2002, "Technology Transfer, R&D and Trade Policies," *IMDA 11th World Business Congress*, July 10-14, Antalya, Turkey.

Rizvanoglu, Kerem and M. Berk Ataman, 2002, "Poster as a Medium of Propaganda: Content Analytic Decomposition of Revolution Posters," *International Symposium on Analytical Approaches to Visual Communication*, April 17-18, Izmir, Turkey.

Ulengin, Burc and M. Berk Ataman, 2000, "Explaining the Causes of Income Inequality across the Provinces of Turkey," *METU International Conference in Economics IV*, September 13-16, Ankara, Turkey.

#### PROFESSIONAL PUBLICATIONS

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Ataman, M. Berk, 2004, "Sayisal Pazarlama Modelleri: Disiplinlerin Bulustugu Nokta," *Pazarlama ve Iletisim Kulturu Dergisi*, 3 (9), 35-44.

Akata, Aynur, M. Berk Ataman and Ayse Akyol, 2003, "Sosyal ve Cevresel Oryantasyon, Organizasyonel Kultur ve Sirket Performansi Arasindaki Iliski," *Pazarlama ve Iletisim Kulturu Dergisi*, 5 (5), 4-10.

#### INVITED TALKS/SEMINARS AND CONFERENCE PRESENTATIONS<sup>1</sup>

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##### 2023

EACR, Amsterdam (Dynamic Flow of Emotions in Online Social Networks)

KOS Marketing Camp, Istanbul (The Role of Emotional State in Receiving Consumer Engagement)

##### 2022

ACR, Denver (The Role of Emotional State in Receiving Consumer Engagement) \*

Marketing Science Conference, Virtual (Brand Generated Emotional Content in Social Networks) \*

Mindset Migrations, Özyeğin University

##### 2021

Marketing Science Conference, Virtual (Short Live Hate, Hello Happiness: Understanding the Transient Zeitgeist) \*

##### 2019

Marketing Science Conference, Rome (Mindset Migrations)

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<sup>1</sup> An asterisk indicates that the presentation was made by a co-author.

AMA Summer Academic Conference, Chicago (Feeling Safe, Feeling Lucky? How Regulatory Focus Explains Brand Sales Price Response Asymmetry) \*

#### 2018

Smith School of Business, Queen's University, Ontario (Advertising's Long-term Impact on Brand Price Elasticity across Brands and Categories)

Bilkent University, Ankara (Advertising's Long-term Impact on Brand Price Elasticity across Brands and Categories)

EMAC, Glasgow (Who Benefits from Brand Exits?)

Sabancı University, School of Management, Istanbul (Marketing's Impact on and through the Consumer Decision Journey)

Marketing Dynamics Conference, Texas (The Impact of Brand Architecture Decisions on Portfolio Sales) \*

#### 2017

Marketing Science Conference, Los Angeles (Advertising's Long-term Impact on Brand Price Elasticity across Brands and Categories)

Marketing Science Conference, Los Angeles (Who Benefits from Brand Exits? Why?) \*

Marketing Science Conference, Los Angeles (The Impact of Brand Architecture Decisions on Portfolio Sales) \*

#### 2015

Marketing Dynamics Conference, China (Let's Grow Together: Explaining Price-Sales Response Asymmetry in Space and Time) \*

#### 2014

Kumpem Forum Annual Retail Conference, Istanbul (Drivers of Mobile Application Success and The Long-term Effect of Advertising on Price Elasticity)

Johann Wolfgang Goethe Universität, Frankfurt (Drivers of Mobile Application Success)

KOS Marketing Camp, Istanbul (The Long-term Effect of Advertising on Price Elasticity)

Marketing Science Conference, Atlanta (There's an App for That! Understanding the Drivers of Mobile Application Downloads) \*

#### 2013

Marketing Science Conference, Istanbul (Advertising's Impact on Price Sensitivity: How Do the Brand's Mindset Metrics Matter?) \*

Marketing Science Conference, Istanbul (How Business Cycles Change the Relationship Between New Product Introductions and Stock Performance) \*

#### 2012

Marketing Science Conference, Boston (The Long-term Effect of Advertising on Price Elasticity)

Marketing Science Conference, Boston (Context Dependence as a Driver of Preference Dynamics) \*

Koc University (Context Dependence as a Driver of Preference Dynamics)

Catolica Lisbon (Context Dependence as a Driver of Preference Dynamics)

#### 2011

K.U. Leuven Marketing Winter Camp (Context Dependence as a Driver of Preference Dynamics)

EMAC, Ljubljana (The Long-term Effect of Advertising on Price Elasticity)

EMAC, Ljubljana (Context Dependence as a Driver of Preference Dynamics)

EDHEC Business School (Context Dependence as a Driver of Preference Dynamics)

MSI Young Scholars Event

#### 2010

ESSEC Business School (Context Dependence as a Driver of Preference Dynamics)

HEC Paris (Context Dependence as a Driver of Preference Dynamics)

Tilburg University (Context Dependence as a Driver of Preference Dynamics)

#### 2009

Koc University (The Long-term Effect of Marketing Strategy on Brand Sales)

Koc University (PhD tutorial on Marketing Dynamics and Brand Performance)

Eindhoven University of Technology (Building and Managing Brands)

Marketing Science Conference, Ann Arbor (Preference Evolution under Changing Choice-set Composition)

INSEAD (The Long-term Effect of Marketing Strategy on Brand Performance)

Marketing Dynamics Conference, New Zealand (Preference Evolution under Changing Choice-set Composition) \*

#### 2008

University of Calabria (Workshop on Forecasting Time Series)

Catholic University Leuven (The Impact of Weather on Price Promotion Sensitivity)

#### 2007

Accenture, Marketing Sciences (Workshop on Marketing Dynamics)

Marketing Dynamics Conference, Netherlands (Workshop on Dynamic Linear Models, with H.J. van Heerde)

Marketing Dynamics Conference, Netherlands (Building Brands)

Marketing Science Conference, Singapore (Building Brands)

Research Day, Erasmus University Rotterdam (Building Brands)

## 2006

Wageningen University (The Long-term Effect of Marketing Strategy on Brand Sales)  
Marketing Science Conference, Pittsburgh (Strategies for Building New Brands)

## 2005

University of Groningen (The Long-term Effect of Marketing Strategy on Brand Sales)  
Catholic University Leuven (The Long-term Effect of Marketing Strategy on Brand Sales)  
Free University Amsterdam (The Long-term Effect of Marketing Strategy on Brand Sales)  
RSM Erasmus University (The Long-term Effect of Marketing Strategy on Brand Sales)  
Marketing Dynamics Conference, Sacramento (Managing Brands)  
Marketing Science Conference, Atlanta (Building Brands)

## 2004

World Business Congress, Netherlands (Applicant Reactions to Employment Interviews)

## 2003

EURO Informs, Istanbul (The Effect of Applicant Characteristics on Employment Interview Satisfaction)

## 2002

World Business Congress, Antalya (Technology Transfer, R&D and Trade Policies)

## 2001

World Marketing Congress, Cardiff (The Effect of Brand Image on Sales)

## 2000

METU ERC Conference, Ankara (Explaining the Causes of Income Inequality Across Provinces of Turkey)

## **TEACHING**

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### COURSES TAUGHT

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2023 to 2024 – Marketing Research (OzU, MBA & EMBA)

2022 to 2024 – Marketing Management (OzU, MBA)

2022 to 2024 – Marketing Management (OzU, EMBA)

2022 to 2024 – Research Methods (OzU, PhD)

2022 – Marketing Management I (KU, Executive MBA)

2021 to 2022 – Marketing Management (KU, MBA)

2018 to 2019 – Business Administration Capstone (KU, Undergraduate)

2016 to 2022 – Marketing Management II (KU, Executive MBA)



2015 – Customer Management Strategy (KU, Executive MBA)  
2014 to 2022 – Strategic Brand Management (KU, MBA, KU CEMS / MIM)  
2013 to 2019 – Strategic Brand Management (KU, Undergraduate)  
2012 to 2018 – Quantitative Models in Marketing (KU, PhD in Business Administration)  
2012 to 2013 – Honors Programme (RSM, MSc in Marketing Management)  
2012 – Marketing Strategy Research (RSM, MSc in Marketing Management)  
2012 – Time Series and Panel Data Analysis (UNICAL, SDIPA Summer School)  
2009 to 2012 – Brand Management (RSM, Full-time MBA)  
2007 to 2009 – Brand Management (RSM, MSc in Marketing Management)  
2003 to 2005 – Marketing: An Introduction (UvT, BA & IBA)  
1999 to 2002 – Various statistics courses at ITU (BSc / MSc in Management Engineering)

#### PHD SUPERVISION

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Aras Alkis (2015)

PhD Student, GSB, Koc University, Chair

Initial Placement: TED University

Baris Depecik (2016)

PhD Student, ERIM, Erasmus University, Co-chair

Initial placement: Bilkent University / Currently at Sabancı University

Zeynep Aydin (2021)

PhD Student, ERIM, Erasmus University, Co-chair

Initial placement: Bilkent University / Currently at Sabancı University

Begum Sener (2022)

PhD Student, GSB, Koc University, Chair (before 9/2021) and Committee member

Initial placement: McGill, Post-doc

Burcu Sezen (2017)

PhD Student, Ozyegin University, Committee member

Initial Placement: Universidad de los Andes

Zeynep Muge Guzel (2022)

PhD Student, GSB, Koc University, Committee member

Initial Placement: Ozyegin University

Onur Osmanoğlu (2023)

PhD Student, GSB, Koc University, Committee member

Initial placement: Bilkent University

Işıl Büdeyri Turan (2024)

PhD Student, Ozyegin University, Committee member

Initial placement: Sabancı University, Post-doc

Derya Yurt (ongoing)  
PhD Student, SBS, Sabancı University, Committee member

#### MSc/BSc THESIS SUPERVISION

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2006 – 2013 RSM, Erasmus University, 110 MSc theses

2002 – 2006 Tilburg University, 6 MSc theses

2002 – 2006 Tilburg University, 30 BSc theses

#### TEACHING INTERESTS

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Brand Management, Marketing Management, Marketing Analytics, Marketing Research, Marketing Models

#### **ACADEMIC SERVICES**

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MarkTech: The Journal of Marketing and Technology (Editorial Board Member, 2024-...)

International Journal of Research in Marketing (Editorial Board Member, 2009-2015)

International Journal of Research in Marketing (Ad hoc reviewer)

Marketing Science (Ad hoc reviewer)

Journal of Marketing (Ad hoc reviewer)

Journal of Marketing Research (Ad hoc reviewer)

Journal of Retailing (Ad hoc reviewer)

European Journal of Marketing (Ad hoc reviewer)

Journal of Management Studies (Ad hoc reviewer)

Production and Operations Management (Ad hoc reviewer)

EMAC (Ad hoc reviewer)

2009 EMAC (Track chair: Product & Brand Management)

2008 EMAC (Track co-chair: Product & Brand Management)

2008 AMA Winter Conference (Ad hoc reviewer)

MSI – JMR Special Issue Collaborative Research (Ad hoc reviewer)

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition (Ad hoc Reviewer)

#### **PROFESSIONAL SERVICES (Executive Talks and Trainings, Consulting)**

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##### EXECUTIVE TALKS AND WORKSHOPS

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Accenture

Bearingpoint

Arçelik Global Management Team Meeting

Gittigidiyor.com (eBay Turkey)

## EXECUTIVE TRAINING

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Migros Executive Development Program

Yapı Kredi Bank Marketing Academy – Brand Management Workshop (Multiple cohorts)

Yapı Kredi Bank MT Development – Marketing Management (Multiple cohorts)

Arçelik Global Manager Program – Brand Strategy with Cases (Multiple cohorts)

Hayat Kimya Marketing Academy – Brand Management Workshop

Hayat Kimya – Global Branding Workshop

QNB Finansbank Marketing Academy (Multiple cohorts)

Turquality Manufacturing / Services – Working with Cases (Multiple cohorts)

Turquality Manufacturing / Services – Brand Strategy Workshop (Multiple cohorts)

Atasun Optik – Branding in an Omnichannel World

Nobel İlaç – Pharmaceutical Branding

Vestel Management Trainee Development – Marketing Management (Multiple cohorts)

Koçtaş – Brand Development Workshop

Koç Holding – Leading with Strategic Impact – Marketing Case Studies (Multiple cohorts)

Yıldız Holding – The Art of Business Case Writing (Multiple cohorts)

Lead Network – Brand Strategy Workshop

AA Retail and Real Estate Management – Building a Brand

## CONSULTING

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Avery Dennison

Xedzone

Xeddata

Updated on September 30, 2024